

Bol.com

@ Friends of Search

Brussels

Dieuwerke Antoons-O'Donnell

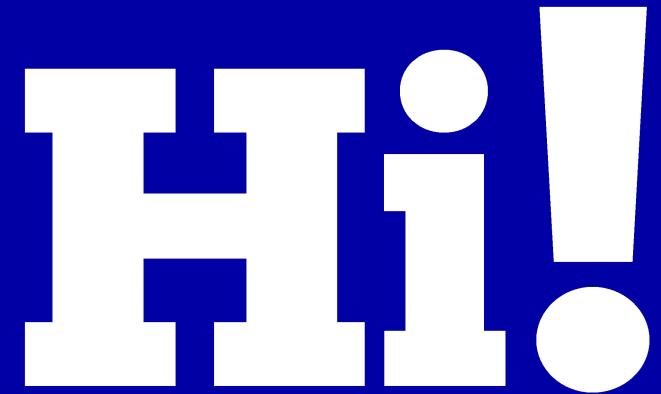
05-02-2020



Dieuwerke Antoons-
O'Donnell

Please call me DEE

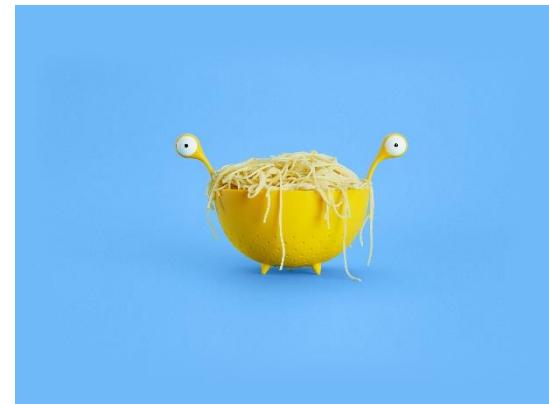
Head of SEO @ **bol.com** 



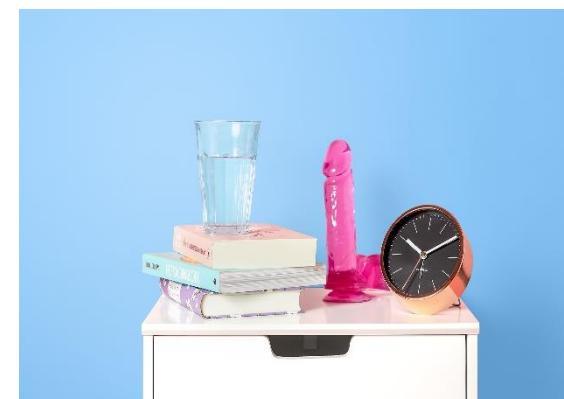
bol.com

Who are we?

We started selling books
online in 1999...



**But we now sell more or
less everything...**



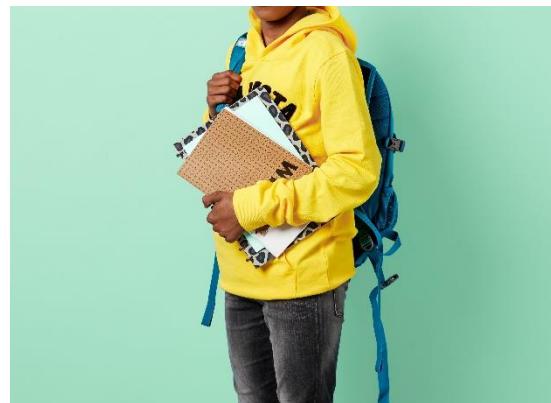


We've become an online platform...





**...with 25,000 partners in the
Netherlands and Belgium...**





And more than 23 million products.



A large, dense group photograph of many diverse individuals, likely employees, posed together in a wide shot. They are of various ages, ethnicities, and attire, suggesting a diverse and inclusive workplace.

We now have 1,900
employees...



A map showing the outline of the Netherlands and parts of Belgium. Two small blue dots are placed on the map: one near the city of Utrecht in the center of the Netherlands, and another near the city of Antwerp in the south of Belgium.

**offices in Utrecht and
Antwerp**



And a giant logistics
centre in Waalwijk

x2



Ahold
Delhaize

-

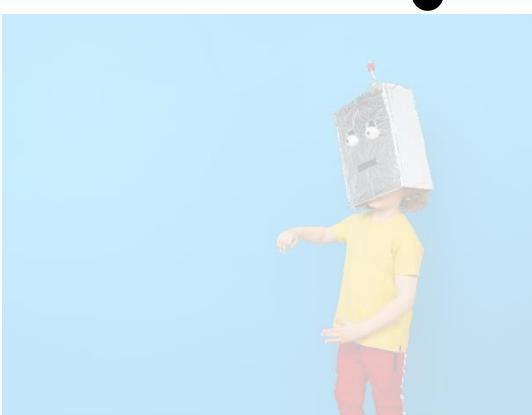
Largest web shop in Benelux

-

Revenue growth of 30% a year

-

And ambitious targets for the future



careers.bol.com

bol.com

SEO Challenges and Opportunities

Our website

- 7,000 visits per minute
- We have 84.2 mio. URLs in Google's **index**
- 330,451,700 URLs **known** by Google
- Googlebot **crawls** 32 mio. URLs on a good day
- And our **whole** platform consists out of 2 bn. URLs



Ontdek onze winkel



Boeken

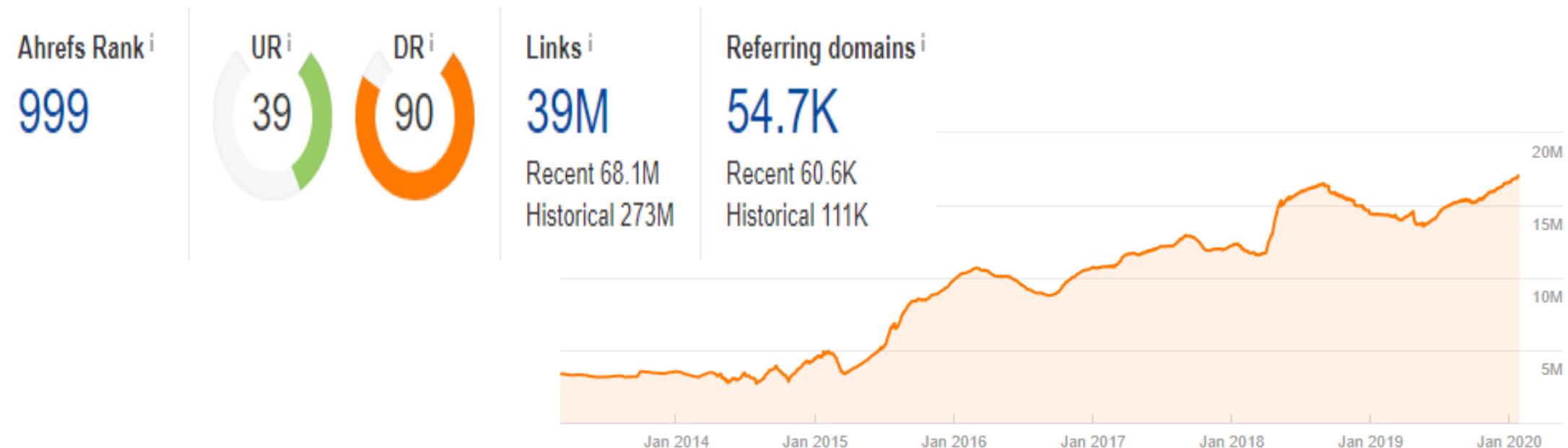
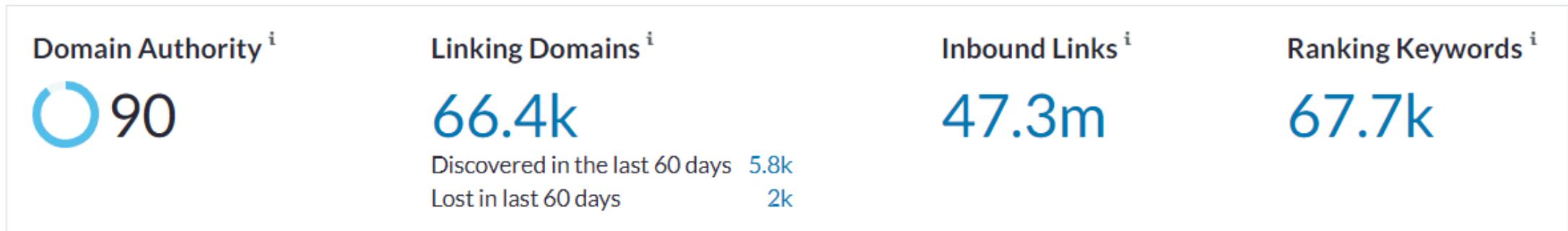


Elektronica

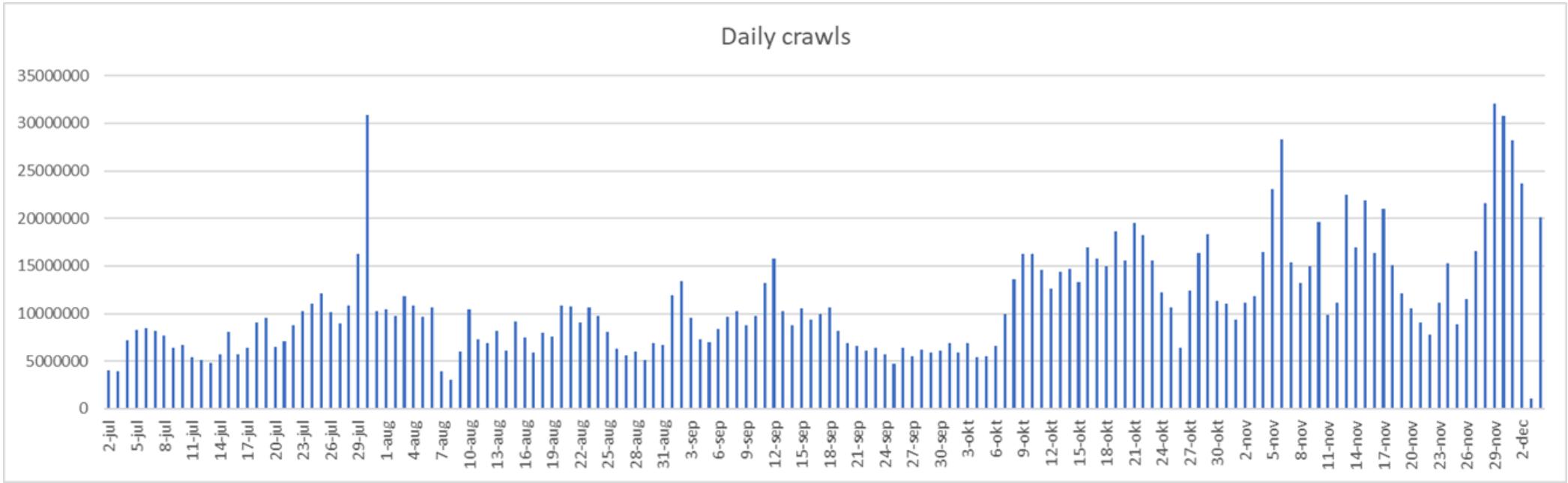


Speels

This results in authority



And a lot of work for Google



SEO team @ bol.com

- 5 SEO specialists
- 6 clusters
 - 56 customer journey specialists
 - 24 content specialists
- 38 product owners

SEO projects and challenges

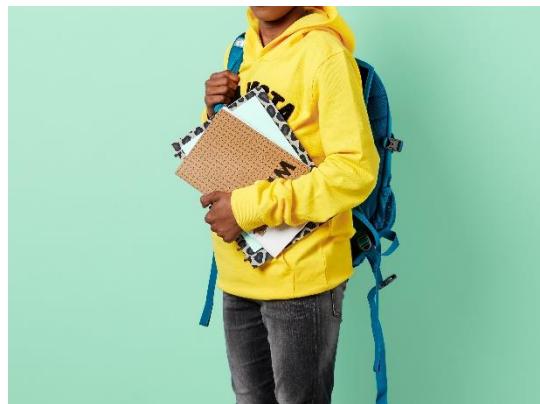
- Multilingual systems
 - Improving Googlebot's crawl behaviour
 - Hygiene fixes
 - Dashboarding
 - Fashion
-
- And some other things...

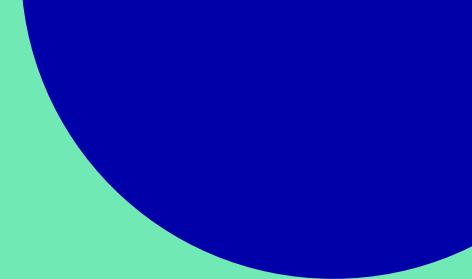
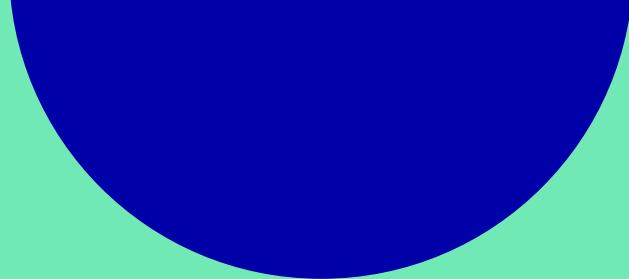
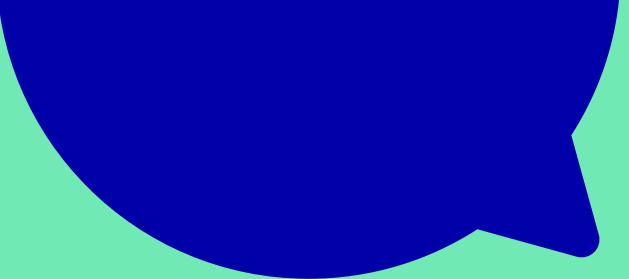
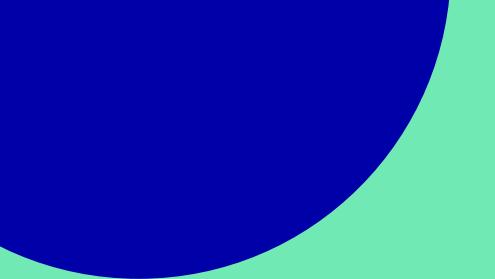
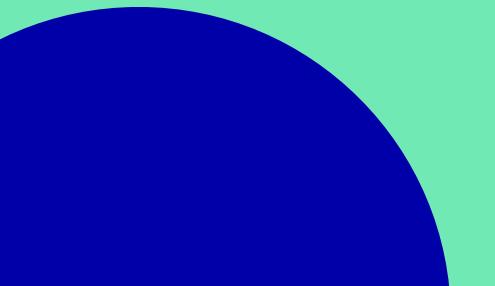
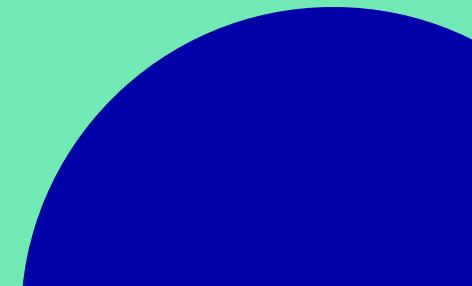
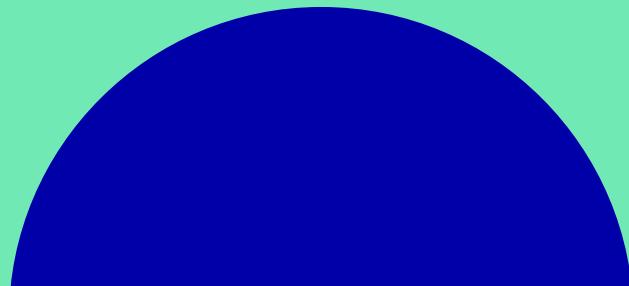
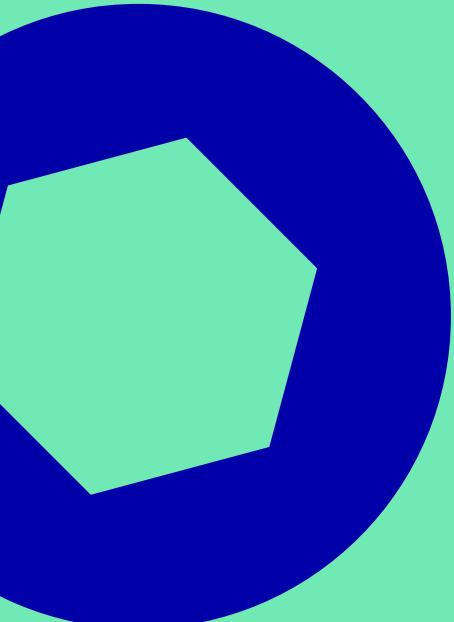


Testing...



... what our scale has taught us





Optimising at scale

We started with the title tag.

www.bol.com > ... ▾ [Translate this page](#)

bol.com | de winkel van ons allemaal

 Rating: 3,7 - 26,316 reviews

bol.com, de winkel van ons allemaal. Kies uit >15 miljoen artikelen. Snel en vanaf 20,- gratis verzonden!



Ours were frequently poor...

bol.com | 21 Mountainbike kopen? Alle Mountainbikes online

<https://www.bol.com/nl/l/mountainbikes-21/N/17909+21174/> ▾

Op zoek naar een 21 Mountainbike? Mountainbikes koop je eenvoudig online bij bol.com. Gratis retourneren! 30 dagen bedenkijd! Snel in huis!

< Terug ◀ ▶ Sport & Vrije tijd > Fietsen & Accessoires > Fietsen > Mountainbikes

Wielmaat ^ **Mountainbikes - 21** 

26 inch (47)
 29 inch (11)
 27.5 inch (9)

▼ Meer

Lichaamslengte ^

140 - 152 cm (47)
 160 - 177 cm (20)
 154 - 171 cm (14)

▼ Meer

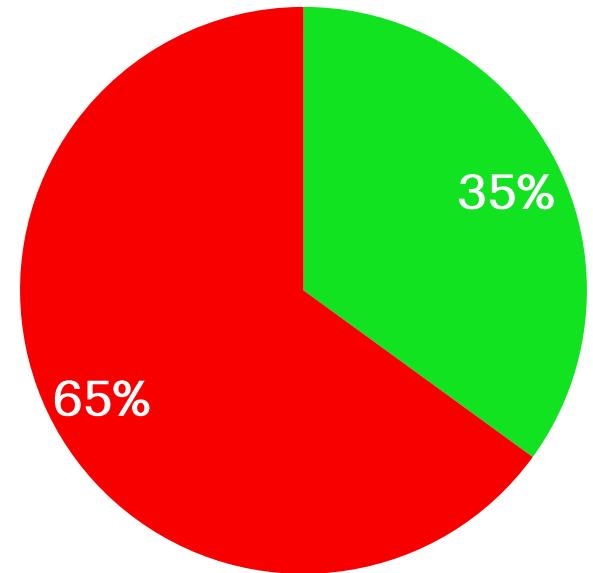
Gekozen filters: 21 

70 resultaten

Sorteer op: Bestverkocht







**What we
wanted were
natural
language
headers**



Page header -> 18 variables

<best rated: Bestbeoordeelde/Bestbeoordeeld> <second hand: Tweedehands> <adjective 1> <adjective color> <adjective 2> <adjective language> <brand> <adjective 3> <character> <suitable for> <*> [<SEO prefix> refinement <SEO suffix>] [**CATEGORY PLURAL**] [<SEO prefix> refinement <SEO suffix>] [van <material>] [voor <gender>] - [last refinement <all others>]

[Terug](#) Sport & Vrije tijd > Fietsen & Accessoires > Fietsen > Mountainbikes

Wielmaat ▲ **Mountainbikes met 21 versnellingen**

26 inch (47) 29 inch (11) 27.5 inch (9)

▼ Meer

Lichaamslengte ▲

140 - 152 cm (47) 160 - 177 cm (20) 154 - 171 cm (14)

▼ Meer

Geslacht ▲

70 resultaten

Sorteer op: Bestverkocht ▾

Gekozen filters: 21 Wis alle filters

Title tag -> 71 variables

bol:com | <best rated: De/Het beste> <2nd hand> <all other refinements> [category/combination name/plural tantum/singular tantum/type of: <adjective 1>] [category/combination name/plural tantum/singular tantum/type of: <adjective color>] [category/combination name/plural tantum/singular tantum/type of: <adjective 2>] <brand> [category/combination name/plural tantum/singular tantum/type of: <adjective 3>] <suitable for> <fancy costume theme> <fancy costume dress_as> <*> [<SEO prefix> refinement <SEO suffix>] [<type of singular> OR <category singular> OR <Combination Name singular> OR <plural tantum> OR <singular tantum>] <(abbrev)> [<SEO prefix> refinement <SEO suffix>] [van <material>] [voor <gender>] <best rated: volgens onze klanten> kopen? Alle [type_of/category/combination name/plural tantum/singular tantum/Synonym: <adjective color>] [type_of/category/combination name/plural tantum/singular tantum/Synonym: <adjective material: plural>] type_of/ OR <category plural> OR <Combination Name plural> OR <plural tantum> OR <singular tantum> OR <Synonym> online - <gender> Kijk snel!

www.bol.com › ... › Fietsen & Accessoires › Fietsen ▾ Translate this page

Mountainbike met 21 versnellingen kopen? Kijk snel! - bol.com

★★★★★ Rating: 3,7 - 26,316 reviews

Op zoek naar een Mountainbike met 21 versnellingen? Mountainbikes koop je eenvoudig online bij bol.com ✓ Snel in huis ✓ Veelal gratis verzonden.

Results...

- 98% of our headers are now 'natural'
- +58% organic traffic
- +25% more keywords in the top 3





Entering the Flemish market

[www.bol.com](#) › ... › Magnetrons & Ovens ▾ [Translate this page](#)

Magnetron kopen? Alle Magnetrons online - bol.com

★★★★★ Rating: 3,7 - 26,316 reviews

Wil je een vrijstaande **magnetron kopen?** Je hebt keuze uit een combi-magnetron of een solo-magnetron. Een combimagnetron combineert een oven- en ...

[www.bol.com](#) › wasdrogers ▾ [Translate this page](#)

Wasdroger kopen? Alle wasdrogers online - bol.com

★★★★★ Rating: 3,9 - 25,690 reviews

Op zoek naar een goede, voordelige en zuinige **wasdroger?** Bol.com heeft een enorm assortiment wasdrogers van diverse topmerken als AEG, Bosch & Miele.

[www.bol.com](#) › ... › Afzuigkappen & accessoires ▾ [Translate this page](#)

Afzuigkap kopen? Alle Afzuigkappen online - bol.com

★★★★★ Rating: 3,7 - 26,316 reviews

Op zoek naar een **Afzuigkap? Afzuigkappen** koop je eenvoudig online bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.



Neen.

We introduced a new step...

Extra Attributes

CMS or Listpage ABTest: Yes No

Page title SEO-friendly: Wasdroger kopen? Wasdrogers bij bol.com

Page title SEO-friendly (Belgium): Droogkast kopen? Droogkasten bij bol.com

Meta Tags

Key	Value
description	Wasdrogers voor de kleine en voor de grote was. Bij bol.co X
description_BE	Droogkasten voor de kleine en voor de grote was. Bij bol.co X

[Add](#)

The trick is to strike the right balance between scripts and manual intervention



[www.bol.com](#) › ... › Magnetrons & Ovens ▾ [Translate this page](#)

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Op zoek naar een **Afzuigkap? Afzuigkappen** koop je eenvoudig online bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.



 [www.bol.com](#) › microgolfovens ▾ [Translate this page](#)

Microgolfoven kopen? Alle Microgolfovens online - bol.com

★★★★★ Rating: 4 - 26,128 reviews

Op zoek naar een **Microgolfoven?** Microgolfovens koop je eenvoudig online bij **bol.com** ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.

 [www.bol.com](#) › droogkasten ▾ [Translate this page](#)

Droogkast kopen? Alle Droogkasten online - bol.com

★★★★★ Rating: 4 - 26,128 reviews

Wil je een **droogkast kopen**? Kies dan voor een warmtepomp, condensatie-of luchtafvoerdroogkast. Wil je zuinig en alle soorten wasgoed veilig drogen, kies ...

 [www.bol.com](#) › ... › Dampkappen & toebehoren ▾ [Translate this page](#)

Dampkap & toebehoren kopen? Kijk snel! - bol.com

★★★★★ Rating: 3,7 - 26,316 reviews

Op zoek naar een **Dampkap & toebehoren?** **Dampkappen** & toebehoren koop je eenvoudig online bij **bol.com** ✓ Snel in huis ✓ Veelal gratis verzonden.

Bienvenue!



**Now we need to find
out if our current
setup works**

We need to push it further

Not only our scripts need revising (at scale)

We need to combine machine translating with a measure of human oversight

But also...

Creating clean, URLs

And correct Hreflangs...

And perhaps a CDN?

5 insights

**Our scale and
size provide
us with a lot of
insight.**



A wide-angle photograph of a rural landscape. In the foreground, a large field is covered in vibrant purple flowers, likely heather. Beyond the field, the land rises into rolling green hills and valleys. The sky above is filled with scattered, white and grey clouds.

Headers

A happy accident...

Google site:bol.com/nl/l/

3 Computer headset kopen? Alle Headsets online - bol.com
https://www.bol.com › headsets ▾
★★★★★ Beoordeling: 4 - 26.128 reviews
Op zoek naar een Computer headset? Headsets koop je eenvoudig online bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.

4 Ontstopper (Débouchoirs) kopen? Kijk snel! - bol.com
https://www.bol.com › ontstoppers ▾
★★★★★ Beoordeling: 4 - 26.128 reviews
Op zoek naar een Ontstopper? Ontstoppers koop je eenvoudig online bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.

5 Fitnessapparaat (Équipement de fitness) kopen ... - bol.com
https://www.bol.com › fitnessapparaten ▾
★★★★★ Beoordeling: 4 - 26.128 reviews
Op zoek naar een Fitnessapparaat? Fitnessapparaten koop je eenvoudig online bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.

6 Jukebox (Jukebox) kopen? Alle Jukeboxen online - bol.com
https://www.bol.com › jukeboxen ▾
★★★★★ Beoordeling: 4 - 26.128 reviews
Op zoek naar een Jukebox? Jukeboxen koop je eenvoudig online bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.

7 Veters (Lacets) kopen? Alle Veters online - bol.com
https://www.bol.com › veters ▾
★★★★★ Beoordeling: 4 - 26.128 reviews
Op zoek naar Veters? Veters koop je eenvoudig online bij bol.com ✓ Vele aanbiedingen bij bol.com ✓ Gratis retourneren ✓ 30 dagen bedenkijd ✓ Snel in huis.

8 Poef (Poufs) kopen? Alle Poefs online - bol.com
https://www.bol.com › poefs ▾
★★★★★ Beoordeling: 4 - 26.128 reviews

KIES & CANDY

Y & SEAFOOD

VERAGES

BREADS &

No Index

SOUUPS, SALADS &

Noindex tags

We (accidentally) added a noindex,nofollow to our 404 (and some other status codes) pages.

But the pages were never de-indexed. We asked John Mueller via Webmaster Hangouts if perhaps Googlebot doesn't look any further after hitting a 404 and he confirmed.

This topic came up during the Google Webmaster Central Hangout on October 18. Here is the question that was submitted:

"Wondering if Google checks status codes before anything else, like before rendering content?"

In response, Mueller confirmed that's correct. Google does check the status codes before rendering or indexing content.

Google Checks Status Codes Before Anything Else When Crawling Content



Matt Southern / October 20, 2019

397 **9.9K**
SHARES READS



John Mueller



Canonical Tags

A photograph of a long, straight asphalt road with yellow double lines. The road recedes into a hazy, overcast horizon. The sky is filled with heavy, grey clouds. In the foreground, there is a grassy shoulder on both sides of the road.

Visibility



THE

P R E F A C E

T O Mr.

Michael Nostradamus

H I S

PROPHECIES,

*Ad Cæsarem Nostradamum Filium vita
& Felicitas.*

Thy late coming, *Cæsar Nostradamus*, my son, hath caused me to bestow a great deal of time in continual and nocturnal watchings, that I might leave a Memorial of me after my death, to the common benefit of Mankind, concerning the things which the

Foresight

Lymphatick motion, but by Astronomical affections. *Soli nomine Divino affliti presagiant & Spiritu Prophetico particularia*: Although I have often foretold long before what hath afterwards come to pass, and in particular Regions, acknowledging all to have been done by Divine Virtue and Inspiration, being willing to hold my peace by reason of the injury, not only of the present time, but also of the future, and to put them in Writing, because the Kingdoms, Sects, and Regions shall be so Diametrically opposed, that if I should relate what shall happen hereafter, those of the present Reign, Sect, Religion and Faith, would find it so disagreeing with their fancies, that they would condemn that which future Ages shall find and know to be true; considering also the saying of our Saviour, *Nolite Sanctum dare canibus ne concutient pedibus & conversi discumpant vos*, which hath been the cause that I have withdrawn my tongue from the Vulgar, and my Pen from the vulgar; so afterwards I was willing for the common good to enter into few in dark and abstruse Sentences, declaring the future Events, chiefly the most urgent, and those which I foresaw (what ever humane mutation happened) would not offend the hearers, all under dark figures more than Propheticall, for although, *Abscondisti haec a sapientibus & prudentibus, i. e. potentibus & Regibus enucleasti ea exquis & tenuis*, and the Prophets by means only of the immortal God and good Angels, have received the Spirit of Vaticination, by which they foresee things, and foretel future events; for nothing is perfect without him, whose power and goodness is so great to his Creatures, that though they are but men, nevertheless by the likeness of our good Genius to the Angels, this heat and Propheticall power draws near us, as it happens by the Beams of the Sun, which cast their influence both on Elementary and non Elementary bodies; as for us who are men, we cannot attain any thing by our natural knowledge, of the secrets of God our Cre-



Random Things



Thanks